



PRESS RELEASE

For immediate release

<https://greatwesternairambulance.com/shop/retail/gloucester-shop/>

Boutique charity shop opens in Gloucester to help fund lifesaving service

Gloucester's local air ambulance service, Great Western Air Ambulance Charity (GWAAC), will be opening the doors of its new charity shop for the first time on Tuesday 13 December.

Shoppers can grab a bargain from 09:00 onwards, following an opening ceremony with GWAAC CEO, Anna Perry, and a selection of guests to include charity trustees and former patients.

The charity is encouraging the people of Gloucester and surrounding areas to visit the new shop, donate items and find out about volunteering opportunities.

Nestled right in the heart of Gloucester, the new shop is located at 24a Southgate Street, Gloucester, Gloucestershire GL1 2DP. It will be GWAAC's fourth shop to operate within its region (GWAAC charity shops can also be found in Cheltenham, Westbury-on-Trym and Yate).

The new charity shop will provide a different shopping experience for the community of Gloucester. You'll find high-quality ladieswear including designer and high street fashion. So drop in after 9am and explore the second-hand selection of clothes, shoes, coats, belts, bags, and jewellery.

An item is waiting to be re-loved by you, and your purchase will help raise vital funds for GWAAC which will enable it to continue providing a lifesaving service to local communities.

GWAAC provides the critical care and air ambulance service for 2.1 million people across Gloucestershire, South Gloucestershire, Bristol, Bath and North East Somerset, North Somerset, and parts of Wiltshire. In 2021, 539 people in Gloucestershire needed GWAAC's help.

Each call-out costs around £2,000, and the charity is facing extra fundraising pressure with the cost of its helicopter fuel going up from £50,000 a year to £70,000 a year.

"The new shop will help raise awareness of the charity's lifesaving work in Gloucester and raise much-needed funds to keep the crew flying and to ensure that they can continue to be there for those in need. It's a new type of shop for GWAAC; our boutique will sell a range of women's high-quality clothing and accessories. I'm hoping it will encourage people to shop local and support their high street. It will also mean that GWAAC becomes a household name for the communities we serve."

Jason Webster, Retail Manager, GWAAC

The shop will be open from 9am to 5pm Monday to Saturday. If you have any good-quality clothing, shoes, belts, bags, and jewellery donations that you would like to drop off, please leave them with someone at the shop during the day.

If you are interested in volunteering for your local air ambulance charity's new shop, you can find out more by asking inside the shop or getting in touch with the Shop Manager at ellen.watkins@gwaac.com.

ENDS

Notes for editors

1. 2021 was the charity's second-busiest year to date, with 1,964 missions, but it was a record amount of call-outs to Gloucestershire with 539 people requiring critical care outside of hospital. And 1 in 10 of these calls was to a child or teenager in urgent need.
2. Of the five air ambulance services that responded to incidents in Gloucestershire in 2021, GWAAC was the air ambulance team that attended over 80% of the taskings.
3. The GWAAC Critical Care Team consists of highly trained and experienced Critical Care Doctors, Advanced Practitioners and Specialist Paramedics in Critical Care, who bring the skill and expertise of a hospital emergency department to the patient.
4. The Critical Care Team attends an average of over five incidents a day, either by helicopter or in one of three critical care cars.
5. The charity needs to raise over £4 million a year in order to remain operational yet receives no day-to-day funding from the Government or National Lottery.

For further information, contact:

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Reporters and Journalists are invited to attend the opening ceremony. Program of events as follows:

08:15-08:45am	Breakfast, tea and coffee
08:30-09:00am	Main program and key speakers (to include CEO Anna Perry)
09:00-09:05am	Ribbon cutting ceremony

Some additional Gloucestershire facts:

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Send to:

Registered Charity number: 1121300

✉ info@gwaac.com

🌐 gwaac.com

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Great Western
Air Ambulance Charity

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DM message:

Hi, Just wanted to let you know that Gloucester's air ambulance - Great Western Air Ambulance Charity - is opening its new boutique charity shop on Tue 13 Dec. There is an opening ceremony 08:15-09:00 and we are inviting local reporters to attend. Please advise if you would like more information. Many thanks. Claire (PR & Comms Coordinator)

I retweeted the post of 6 Dec and tagged the below on 8 Dec:

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